

INVOICE



KMBC
6455 Winchester Ave
Kansas City, MO 64133-6409
Main: (816)221-9999
Billing: (816)760-9277

www.kmbc.com

Billing Address:

Strategic Media Placement OH
Attention: Accounts Payable
7669 Stagers Loop
Delaware, OH 43015

Send Payment To:

KMBC
PO Box 26866
Lehigh Valley, PA 18002-6866

Invoice #	Invoice Date	Invoice Month	Invoice Period
944062-1	08/26/12	August 2012	07/30/12 - 08/26/12

Station	Account Executive	Sales Office	Sales Region
KMBC	Meredith Thompson	Eagle-Washingt	National

Advertiser	Product	Estimate Number
Akin/R/Senate	AKIN/SEN/R	2620

Flight Dates	Order #	Alt Order #
08/22/12 - 08/27/12	944062	07898931

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	08/22/12	08/24/12	First News at 6am	6-7am	---11--	:30	2	\$750.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/20/12 08/26/12 ---11-- 2 \$750.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KMBC Th 08/23/12 6:56 AM First News at 6am 6-7am :30 TVGENTA1202H \$750.00 NM 2 KMBC F 08/24/12 7:00 AM First News at 6am 6-7am :30 TVGENTA1202H \$750.00 NM									
3	08/22/12	08/24/12	Good Morning America	7-9am	---11--	:30	2	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/20/12 08/26/12 ---11-- 2 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KMBC Th 08/23/12 8:50 AM Good Morning America 7-9am :30 TVGENTA1202H \$500.00 NM 3 KMBC F 08/24/12 7:50 AM Good Morning America 7-9am :30 TVGENTA1202H \$500.00 NM									
4	08/25/12	08/25/12	Sa 6-7a	6-7a	-----S-	:30	1	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/20/12 08/26/12 -----S- 1 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KMBC Sa 08/25/12 6:30 AM Sa 6-7a 6-7a :30 TVGENTA1202H \$250.00 NM									
5	08/25/12	08/25/12	News Wknd Sat	7-9am	-----S-	:30	1	\$350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/20/12 08/26/12 -----S- 1 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KMBC Sa 08/25/12 8:11 AM News Wknd Sat 7-9am :30 TVGENTA1202H \$350.00 NM									
6	08/26/12	08/26/12	Su 6-7a	6-7a	-----S	:30	1	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/20/12 08/26/12 -----S 1 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KMBC Su 08/26/12 6:41 AM Su 6-7a 6-7a :30 TVGENTA1202H \$250.00 NM									
7	08/26/12	08/26/12	News Wknd Sun	7-9am	-----S	:30	1	\$350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/20/12 08/26/12 -----S 1 \$350.00									

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944062-1	08/26/12	August 2012	07/30/12 - 08/26/12
Advertiser	Product	Estimate Number	
Akin/R/Senate	AKIN/SEN/R	2620	

www.kmbc.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
7	08/26/12	08/26/12	News Wknd Sun	7-9am	-----S	:30	1	\$350.00	NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KMBC Su 08/26/12 7:15 AM News Wknd Sun 7-9am :30 TVGENTA1202H \$350.00 NM									
8	08/26/12	08/26/12	This Week With George	930-1030am	-----S	:30	1	\$300.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/20/12 08/26/12 -----S 1 \$300.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KMBC Su 08/26/12 9:50 AM This Week With George Stephan 930-1030am :30 TVGENTA1202H \$300.00 NM									
9	08/23/12	08/23/12	Nate Berkus	M-F 10a-11a	---T---	:30	1	\$125.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/20/12 08/26/12 ---T--- 1 \$125.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KMBC Th 08/23/12 10:35 AM Nate Berkus M-F 10a-11a :30 TVGENTA1202H \$125.00 NM									
11	08/22/12	08/24/12	The View	11am-12pm	---11--	:30	2	\$350.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/20/12 08/26/12 ---11-- 2 \$350.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KMBC Th 08/23/12 11:59 AM The View 11am-12pm :30 TVGENTA1202H \$350.00 NM 2 KMBC F 08/24/12 11:33 AM The View 11am-12pm :30 TVGENTA1202H \$350.00 NM									
12	08/22/12	08/24/12	GENERAL HOSPITAL	2-3PM/1-2PM	---11--	:30	2	\$475.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/20/12 08/26/12 ---11-- 2 \$475.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KMBC Th 08/23/12 2:25 PM GENERAL HOSPITAL 2-3PM/1-2PM :30 TVGENTA1202H \$475.00 NM 2 KMBC F 08/24/12 2:26 PM GENERAL HOSPITAL 2-3PM/1-2PM :30 TVGENTA1202H \$475.00 NM									
13	08/23/12	08/23/12	DR OZ	4PM-5PM	---T---	:30	1	\$300.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/20/12 08/26/12 ---T--- 1 \$300.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KMBC Th 08/23/12 4:13 PM DR OZ 4PM-5PM :30 TVGENTA1202H \$300.00 NM									
15	08/22/12	08/23/12	5pm News	5-530pm	--11---	:30	2	\$700.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/20/12 08/26/12 --11--- 2 \$700.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KMBC W 08/22/12 5:28 PM 5pm News 5-530pm :30 TVGENTA1202H \$700.00 NM 2 KMBC Th 08/23/12 5:10 PM 5pm News 5-530pm :30 TVGENTA1202H \$700.00 NM									
17	08/22/12	08/24/12	6pm News	6-630pm	--111--	:30	3	\$825.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/20/12 08/26/12 --111-- 3 \$825.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KMBC W 08/22/12 6:22 PM 6pm News 6-630pm :30 TVGENTA1202H \$825.00 NM 2 KMBC Th 08/23/12 6:12 PM 6pm News 6-630pm :30 TVGENTA1202H \$825.00 NM 3 KMBC F 08/24/12 6:14 PM 6pm News 6-630pm :30 TVGENTA1202H \$825.00 NM									
20	08/22/12	08/24/12	630-7p	630-7pm	--1-1--	:30	2	\$900.00	NM

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertiser

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Invoice #	Invoice Date	Invoice Month	Invoice Period
944062-1	08/26/12	August 2012	07/30/12 - 08/26/12
Advertiser	Product	Estimate Number	
Akin/R/Senate	AKIN/SEN/R	2620	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
20	08/22/12	08/24/12	630-7p	630-7pm	--1-1--	:30	2	\$900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/20/12 08/26/12 --1-1-- 2 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KMBC W 08/22/12 6:57 PM 630-7p 630-7pm :30 TVGENTA1202H \$900.00 NM 2 KMBC F 08/24/12 6:46 PM 630-7p 630-7pm :30 TVGENTA1202H \$900.00 NM									
21	08/22/12	08/24/12	M-F/SU 10pm News	10-1035pm	--111--	:30	3	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/20/12 08/26/12 --111-- 3 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 KMBC W 08/22/12 10:27 PM M-F/SU 10pm News 10-1035pm :30 TVGENTA1202H \$1,500.00 NM 2 KMBC Th 08/23/12 10:14 PM M-F/SU 10pm News 10-1035pm :30 TVGENTA1202H \$1,500.00 NM 1 KMBC F 08/24/12 10:13 PM M-F/SU 10pm News 10-1035pm :30 TVGENTA1202H \$1,500.00 NM									
23	08/25/12	08/25/12	Sa 10pm News	10-1035pm	-----S-	:30	1	\$750.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/20/12 08/26/12 -----S- 1 \$750.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KMBC Sa 08/25/12 10:26 PM Sa 10pm News 10-1035pm :30 TVGENTA1202H \$750.00 NM									
24	08/25/12	08/25/12	News Wknd Sat	7-9am	-----S-	:30	1	\$350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/20/12 08/26/12 -----S- 1 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KMBC Sa 08/25/12 8:59 AM News Wknd Sat 7-9am :30 TVGENTA1202H \$350.00 NM									
Total Spots							27		

Payment Terms 30 Days

<u>Gross Total</u>	\$17,350.00
<u>Agency Commission</u>	\$2,602.50
<u>Net Amount Due</u>	\$14,747.50

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Invoice #	Invoice Date	Invoice Month	Invoice Period
944062-2	09/02/12	September 2012	08/27/12 - 08/27/12
Station	Account Executive	Sales Office	Sales Region
KMBC	Meredith Thompson	Eagle-Washingt	National

Advertiser	Product	Estimate Number
Akin/R/Senate	AKIN/SEN/R	2620

Flight Dates	Order #	Alt Order #
08/22/12 - 08/27/12	944062	07898931

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
2	08/27/12	08/27/12	First News at 6am	6-7am	M-----	:30	1	\$750.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/27/12 09/02/12 M----- 1 \$750.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KMBC M 08/27/12 6:59 AM First News at 6am 6-7am :30 TVGENTA1202H \$750.00 NM									
10	08/27/12	08/27/12	Nate Berkus	M-F 10a-11a	M-----	:30	1	\$125.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/27/12 09/02/12 M----- 1 \$125.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KMBC M 08/27/12 10:23 AM Nate Berkus M-F 10a-11a :30 TVGENTA1202H \$125.00 NM									
14	08/27/12	08/27/12	DR OZ	4PM-5PM	M-----	:30	1	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/27/12 09/02/12 M----- 1 \$300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KMBC M 08/27/12 4:16 PM DR OZ 4PM-5PM :30 TVGENTA1202H \$300.00 NM									
16	08/27/12	08/27/12	5pm News	5-530pm	M-----	:30	1	\$700.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/27/12 09/02/12 M----- 1 \$700.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KMBC M 08/27/12 5:24 PM 5pm News 5-530pm :30 TVGENTA1202H \$700.00 NM									
18	08/27/12	08/27/12	6pm News	6-630pm	M-----	:30	1	\$825.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/27/12 09/02/12 M----- 1 \$825.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KMBC M 08/27/12 6:26 PM 6pm News 6-630pm :30 TVGENTA1202H \$825.00 NM									
22	08/27/12	08/27/12	M-F/SU 10pm News	10-1035pm	M-----	:30	1	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/27/12 09/02/12 M----- 1 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KMBC M 08/27/12 10:32 PM M-F/SU 10pm News 10-1035pm :30 TVGENTA1202H \$1,500.00 NM									

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<u>Invoice #</u>	<u>Invoice Date</u>	<u>Invoice Month</u>	<u>Invoice Period</u>
944062-2	09/02/12	September 2012	08/27/12 - 08/27/12
<u>Advertiser</u>	<u>Product</u>	<u>Estimate Number</u>	
Akin/R/Senate	AKIN/SEN/R	2620	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																						
25	08/27/12	08/27/12	Good Morning America	7-9am	1-----	:30	1	\$500.00	NM																						
<table><tr><td>Weeks:</td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>MTWTFSS</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td colspan="4"></td></tr><tr><td></td><td>08/27/12</td><td>09/02/12</td><td>1-----</td><td>1</td><td>\$500.00</td><td colspan="4"></td></tr></table>										Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>						08/27/12	09/02/12	1-----	1	\$500.00						
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>																										
	08/27/12	09/02/12	1-----	1	\$500.00																										
<table><tr><td>Spots: #</td><td>Ch</td><td><u>Day</u></td><td><u>Air Date</u></td><td><u>Air Time</u></td><td><u>Description</u></td><td><u>Start/End Time</u></td><td><u>Length</u></td><td><u>Ad-ID</u></td><td><u>Rate</u></td><td><u>Type</u></td></tr><tr><td>1</td><td>KMBC</td><td>M</td><td>08/27/12</td><td>8:41 AM</td><td>Good Morning America</td><td>7-9am</td><td>:30</td><td>TVGENTA1202H</td><td>\$500.00</td><td>NM</td></tr></table>										Spots: #	Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>	1	KMBC	M	08/27/12	8:41 AM	Good Morning America	7-9am	:30	TVGENTA1202H	\$500.00	NM
Spots: #	Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>																					
1	KMBC	M	08/27/12	8:41 AM	Good Morning America	7-9am	:30	TVGENTA1202H	\$500.00	NM																					
<u>Total Spots</u>							7																								

Payment Terms 30 Days

<u>Gross Total</u>	\$4,700.00
<u>Agency Commission</u>	\$705.00
<u>Net Amount Due</u>	\$3,995.00